

Patent Assignment Abstract of Title

Total Assignments: 4

Application #: 09372416 **Filing Dt:** 08/11/1999

Patent #: NONE

Issue Dt:

PCT #: NONE

Publication #: NONE

Pub Dt:

Inventor: JONATHAN DORFMAN

Title: EASILY MODIFIABLE MACRO TAG FOR INTERNET ADVERTISING

Assignment: 1

Reel/Frame: <u>010167/0961</u>	Received: 08/19/1999	Recorded: 08/11/1999	Mailed: 10/19/1999	Pages: 2
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Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: DORFMAN, JONATHAN

Exec Dt: 08/06/1999

Assignee: FLYCAST COMMUNICATIONS CORP.
SUITE #102
181 FREMONT STREET
SAN FRANCISCO, CALIFORNIA 94105

Correspondent: ELMER GALBI
13314 VERMEER DRIVE
LAKE OSWEGO, OR 97035

Assignment: 2

Reel/Frame: <u>012592/0308</u>	Received: 04/16/2002	Recorded: 04/16/2002	Mailed: 04/17/2002	Pages: 5
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Conveyance: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

Assignor: ENGAGE TECHNOLOGIES

Exec Dt: 04/27/2000

Assignee: ENGAGE, INC.
100 BRICKSTONE SQUARE
ANDOVER, MASSACHUSETTS 01810

Correspondent: ROPES & GRAY
ONE INTERNATIONAL PLACE
BOSTON, MA 02110-2624

Assignment: 3

Reel/Frame: <u>012077/0149</u>	Received: 08/21/2001	Recorded: 08/13/2001	Mailed: 10/19/2001	Pages: 2
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Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: FLYCAST COMMUNICATIONS

Exec Dt: 07/10/2001

Assignee: ENGAGE TECHNOLOGIES
100 BRICKSTONE SQUARE
ANDOVER, MASSACHUSETTS 01810

Correspondent: ROPES & GRAY
WOLFGANG STUTIUS
PATENT GROUP
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Assignment: 4

Reel/Frame: <u>013936/0257</u>	Received: 04/11/2003	Recorded: 04/08/2003	Mailed: 09/04/2003	Pages: 4
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Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

<http://uspto-a-ptasx-2.uspto.gov/ahdstaff/q.jsp?sid=uspto-a-ptasx-2.uspto.gov-7891%253A4...> 12/16/04

Assignor: ENGAGE, INC.

Exec Dt: 02/20/2003

Assignee: BEH INVESTMENTS LLC

1652 48TH STREET
BROOKLYN, NEW YORK 11204

Correspondent: KENYON & KENYON
ANDREW L. REIBMAN, ESQ.
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Search Results as of: 12/16/2004 2:54:06 P.M.

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Web Interface last modified: Oct. 5, 2002

<http://uspto-a-ptasx-2.uspto.gov/ahdstaff/q.jsp?sid=uspto-a-ptasx-2.uspto.gov-7891%253A4...> 12/16/04

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Assignor: ENGAGE, INC.

Exec Dt: 02/20/2003

Assignee: BEH INVESTMENTS LLC

1652 48TH STREET
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Search Results as of: 12/16/2004 2:54:08 P.M.

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<http://uspto-a-ptasx-2.uspto.gov/ahdstaff/q.jsp?sid=uspto-a-ptasx-2.uspto.gov-7891%253A4...> 12/16/04

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we the undersigned,

Jonathan Dorfman whose address is 2477 Virginia St., Berkeley, CA 94709

1. Hereby sell, assign and transfer to FLYCAST COMMUNICATIONS CORP., a corporation of California, having a place of business at 181 Fremont Street, Suite #102, Suite 200, San Francisco, CA 94105, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries:

(a) in and to any and all inventions which are disclosed in the application for United States Letters Patent, which was executed by the undersigned and is:

Entitled: EASILY MODIFIABLE TAG FOR INTERNET ADVERTISING
Date Executed: 8/6/99
Docket Number: EWG-087

(b) in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said inventions; and (c) in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said inventions;

2. Agree that said Assignee may apply for and receive Letters Patent for said inventions in its own name; and that, when requested, (at the expense of said Assignee, its successors, assigns and legal representatives), the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said inventions and the history thereof; and generally do everything reasonable which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said inventions and for vesting title to said inventions and all applications for patents and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

3. Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 8-6-99

Signature: Jonathan Dorfman
Jonathan Dorfman